

The Effect of Service Quality, Jumpsuit Product Quality and Price on Customer Satisfaction at PT Zeta Utama Satya

Syahnan Phalipi, Bella Harini Sulaiman

Sekolah Tinggi Ilmu Ekonomi Bisnis Indonesia

Email: .-

Abstract

This study aims to determine the effect of service quality, product quality and price on consumer satisfaction. This study uses primary data obtained from questionnaires distributed from respondents who are consumers of PT Zeta Utama Satya using quantitative methods. The questionnaires were distributed 200 questionnaires using slovin formula, so that the sample used 133 questionnaires and filled in properly by respondents who processed using statistical software SPSS 25.0 for Windows to test the validity, reliability, normality, multicollinearity, heteroscedasticity, autocorrelation, multiple linear regression, t test, F test and coefficient of determination test to determine the effect of each variable. Based on the description and discussion above, it can be concluded as follows: Service Quality (X1) does not have a positive and significant influence on consumer satisfaction (Y). This can be seen from the partial test results with t count $0.194 < \text{table } 1.978$. Service quality has no effect because it always involves consumers in everything within the company and cannot provide clear direction within the company. Product quality (X2) and significant influence on consumer satisfaction (Y). This can be seen from the partial test results with t count $3.496 > \text{t table } 1.978$. The quality of the product is stated to be influential because consumers feel the products offered are very attractive and employees cannot explain the usefulness and benefits of the product. Price (X3) has a positive and significant effect on consumer satisfaction (Y). This can be seen from the partial test results with t count $4.772 > \text{t table } 1.978$. price is influential because the company provides opportunities to develop products and services and promotions for consumers and also facilitates employees. From the results of the F test known F count = $11.628 > F \text{ table } = 2.44$ with a significance of 5% ($0.000 < 0.05$). So that H_0 is rejected, it can be concluded that together the quality of service, product quality and price simultaneously affect consumer satisfaction (Y). The value of correlation coefficient (R) is 0.891, which means that the variables of service quality, product quality and price have a very strong relationship with consumer satisfaction variables. While the coefficient of determination adjusted R square is 0.707 or 70.1%. This shows that the contribution of the influence of the independent variable (service quality, product quality and price) to the dependent variable (customer satisfaction) amounted to 70.1%. While the remaining 29.9% is influenced by other variables that are not disclosed in this study.

Keyword: Service Quality, Product Quality, Price And Customer Satisfaction.

INTRODUCTION

Customer satisfaction is a level where the needs, desires and expectations of customers can be met which will result in repeat purchases or continued loyalty (Tjiptono, 2018). The more fulfilled the expectations of consumers, of course, consumers will be more satisfied. A company must have strategies in marketing its products, so that consumers can be maintained or further increased in number. If the customer is satisfied, they will make the purchase over and over again. Repeated purchases of one brand or product at the same company can be said that the consumer increases loyalty to the company.

Product quality determinants of consumer satisfaction after making a purchase and use of a product. With good product quality, the desires and needs of consumers to a product will be met. According to Handoko (2017: 23) "Product quality is a condition of an item based on an assessment of its compliance with predetermined measurement standards, it will be assessed that the product is getting better quality". In addition to the quality of a product, the price factor is also an important consideration for consumers. According to Kotler (2018) "Product quality is the traits and characteristics of a good or service that have an effect on its ability to satisfy a stated or implied need". To achieve the desired product quality, a quality standardization is needed. This method is intended to keep the products produced meet the standards that have been set so that consumers will not lose confidence in the product in question.

Marketers who do not pay attention to the quality of the products offered will bear the dissatisfaction of consumers so that sales of their products will tend to decline. If marketers pay attention to quality, then consumers will not think long to make a purchase of the product. Thus, quality has a direct impact on the performance of the product or service, therefore quality is closely related to the value and satisfaction of consumers.

Service quality is also one of the main keys to success. This is in agreement with the opinion of service quality. Tjiptono (2018) "service quality is an effort to meet customer needs and desires and the accuracy of its delivery to keep pace with customer expectations". In this case the company focuses their attention on efforts to produce superior service and continue to improve. High-quality service is one of the keys to the company's success. Improving the quality of services or services is an important challenge for companies competing in the global market. Service quality improvement will reduce costs and increase competitive advantage, even further, high service quality creates a long-lasting competitive advantage.

Price is one of the important factors in sales. Many companies go bankrupt because they set prices that are not suitable in the market. To find out the price that is suitable for consumers, companies must conduct in-depth research in order to determine the price that is suitable for consumers so that companies can make buying and selling transactions smoothly. For companies such prices will give results by creating a certain amount of revenue and profits. Swasta (2017: 148). Consumers use price as a consideration in determining the purchase of products or not, when should the purchase be made and how much the need for products purchased in accordance with the ability of consumer purchasing power. A product must be precise in determining and determining its selling price so that it can be accepted by consumers by not ignoring the quality of the product.

Based on the description of the background above, the researchers were interested to conduct research with the title: **"The Effect of Service Quality, Jumpsuit Product Quality and Price on Customer Satisfaction at PT Zeta Utama Satya."**

THEORY OVERVIEW

Understanding of Management

Management has an important role in moving all organizational resources in achieving goals effectively and efficiently. Therefore, in running an organization, all kinds of activities that have been planned are very concerned with management, and management is very closely related to leadership, interpersonal roles, Information Providers and decision making so that the management process can be carried out in accordance with the desired goals. Sumarsan (2018: 2) "management is defined as the art in the process of planning, organizing, directing and controlling the use of resources to achieve performance goals or objectives".

Understanding of Marketing

Marketing includes activities related to the act of creating a use or benefit because of place, time and ownership. Marketing moves goods from one place to another, stores then makes changes in ownership, through the act of buying and selling those goods. Marketing is a commercial activity related to the flow of goods and services between producers and consumers. According to Kotler (2018) "marketing is one of the principal activities that need to be done by a company be it a goods or services company in an effort to maintain the viability of its business". Meanwhile, according to Tjiptono (2018) "marketing means individual activities that are directed to meet wants and needs through barter". Marketing means determining and meeting human and social needs with the intention of satisfying human needs and desires, so it can be said that the success of marketing is the key to the success of a company.

Understanding of Quality of Service

Arianto (2018: 83) "service quality can be defined as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations". Quality of service applies to all types of services provided by the company while the client is in the company. According to Kotler (2018: 143) "quality is the completeness of the features of a product or service that has the ability to provide satisfaction of a need". According to Kashmiri (2017: 47) "service quality is defined as the actions or deeds of a person or organization aimed at providing satisfaction to customers or employees". Meanwhile, according to Aria and Atik (2018:16) "service quality is an important component that must be considered in providing excellent service quality". Service quality is a central point for the company because it affects customer satisfaction and customer satisfaction will appear if the quality of service provided properly. Based on the above definitions can be concluded that the quality of Service is an action taken by the company in the form of intangible things but can be felt by consumers. Measurement of service quality can be seen from a service that has been received by consumers to meet the needs and desires of expectations.

Understanding of Product Quality

Humans satisfy their needs and desires with goods and services. Products according to Kotler (2018: 17) “everything that is offered to the market to satisfy needs and wants”. Tjiptono (2016) “everything that producers offer to be noticed, requested, sought, bought, used is consumed by the market as a fulfillment of the needs/desires of the market in question”. The products offered include: physical goods, services, people/personal, organizations, and ideas. In more detail, the product concept includes: goods, packaging, brand, color, label, price, quality, service and guarantee.

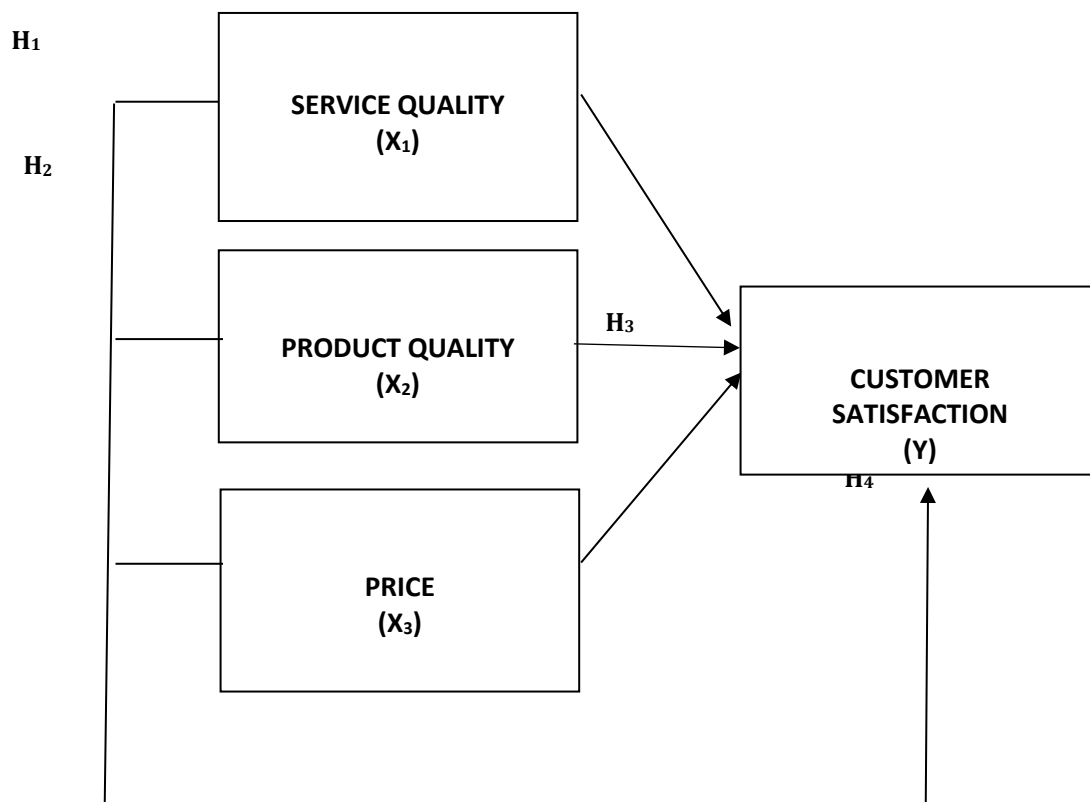
Understanding of Price

According to Kotler (2018: 67) “price is one element of the marketing mix that generates revenue, another element generates costs”. Perhaps price is the easiest element in a marketing program to adjust, product features, channels, and even communication take more time. Pricing also communicates the intended value positioning of a company's product or brand to the market. A well-designed and marketed product can sell for a high price and generate a large profit.

Understanding of Customer Satisfaction

Customer satisfaction is one thing that has an important role in business. Customer satisfaction is a major milestone in the success of a company. Therefore, in an effort to meet consumer satisfaction, companies must be observant in knowing the shifting needs and desires of consumers who are changing at any time. If producers can produce products and services in accordance with what consumers want and need, consumers will feel satisfied.

Picture 2.2
Thought Framework Scheme



METHOD

Research method is a scientific way to get data with a specific purpose and usefulness. Sugiyono (2016: 13) defines the object of research as follows: “the object of research is a scientific target to obtain data with a specific purpose and usefulness about something objective, valid and reliable about a thing (certain variables)”. Meanwhile, according to Arikunto (2015: 160) “the research method is the way used by

researchers in collecting research data". Meanwhile, in a broad sense, according to Sugiyono (2016: 13) "research methods are scientific ways to obtain valid data, with the aim of being able to find, develop, and prove, a certain knowledge so that in turn it can be used to understand, solve, and anticipate problems". According to Sugiyono (2017: 80) "population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions". In this study the population is mostly PT Zeta Utama Satya consumers, amounting to 200 consumers.

According to Sugiyono (2017: 11) states that: "the sample is part of the population (part or representative of the population studied)". If there is a large population and the researcher is not possible to study all that is in the population, for example due to limited funds, energy and time, then the researcher can use samples taken from the population the number of populations in this study are some consumers of PT Zeta Utama Satya. In this study the authors narrow the population is as much as 200 consumers, by calculating the sample size is done using the Slovin technique according to Sugiyono (2017:87). The study used the Slovin formula because in sampling, the amount must be representative so that the results can be generalized and the calculation does not require a table of sample amounts, but can be done with simple formulas and calculations.

Slovin's formula for determining the sample is as follows:

$$n = \frac{N}{1 + n(e)^2}$$

Where:

n = sample size/number of respondents

N= population size

E = percentage allowance accuracy error taking that can still be tolerated, (0.5)

The total population in this study is as many as 200 consumers of PT Zeta Utama Satya, so the percentage allowance used is 5% and the calculation results can be rounded to achieve conformity. So, to know the research sample, with the following calculations:

$$\begin{aligned} n &= \frac{200}{1 + (200 \times 0,5^2)} \\ &= \frac{200}{1,50} \\ n &= 133,33 \end{aligned}$$

So, the sample used by researchers is as many as 133 respondents. The reason for using the formula is to obtain a representative and more definitive sample or to approximate or approximate the existing population.

RESULTS AND DISCUSSION

Calculation Results

T Test

Tabel 4.1

T test calculation results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	17.998	2.950		6.100	.000		
Service Quality	.016	.081	.017	.194	.846	.963	1.039
Product Quality	.032	.065	.046	3.496	.001	.865	1.156
Price	.166	.094	.165	4.772	.000	.856	1.168

a. Dependent Variable: Customer Satisfaction

Source: SPSS Data Processing results version 25.0 for windows (2022).

1. Quality Specification Test (X1)

Partial test results (t test) between the variables of service quality to consumer decision variables showed the value of t count of 0.194 and T table of 1.978. In other words, t count < t table (0.194 < 1.978) then, Ho accepted and Ha rejected. It can be concluded that the quality of Service does not affect consumer satisfaction.

2. Product Quality Variant Test (X2)

The results of comparative testing (T Test) between the variable product quality to consumer satisfaction variables show the value of t count of 3.496 and T table of 1.978. In other words, t count > t table ($3.496 > 1.978$) then, H_0 asked and H_a received. Product quality affects consumer satisfaction.

3. Test Variant Price (X3)

Partial test results (t test) between the price variable to the consumer decision variable shows the value of t count of 4.772 and T table of 1.978. In other words, t count > t table ($4.772 > 1.978$) then, H_0 asked and H_a received. It can be concluded that prices affect consumer satisfaction.

I.I.I. F Test (Simultaneous Test)

Tabel 4.2

F Test calculation results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.454	3	5.485	11.628	.000 ^b
	Residual	434.568	129	3.369		
	Total	451.023	132			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Price, Service Quality, Product Quality

Source: SPSS Data Processing results version 25.0 for windows (2022).

From the results of the analysis can be seen that together the independent variables have a significant influence on the dependent variable. This can be proven from F count of 11.628 and F table of 2.44 with a significant value (sig) of 0.000. Because the significant value (sig) is much smaller than 0.05 so the value of F count > F table ($11.628 > 2.44$) or Sig < 0.05 ($0.000 < 0.05$) thus H_0 is rejected and H_a is accepted. The conclusion shows that service quality, product quality and price together affect consumer satisfaction.

CONCLUSION

Based on the description and discussion above, it can be concluded as follows: Service Quality (X1) does not have a positive and significant influence on consumer satisfaction (Y). This can be seen from the partial test results with t count $0.194 < \text{table } 1.978$. Service quality has no effect because it always involves consumers in everything within the company and cannot provide clear direction within the company. Product quality (X2) and significant influence on consumer satisfaction (Y). This can be seen from the partial test results with t count $3.496 > \text{table } 1.978$. The quality of the product is stated to be influential because consumers feel the products offered are very attractive and employees cannot explain the usefulness and benefits of the product. Price (X3) has a positive and significant effect on consumer satisfaction (Y). This can be seen from the partial test results with t count $4.772 > \text{table } 1.978$. price is influential because the company provides opportunities to develop products and services and promotions for consumers and also facilitates employees. From the results of the F test known F count = 11.628 > F table = 2.44 with a significance of 5% ($0.000 < 0.05$). So that H_0 is rejected, it can be concluded that together the quality of service, product quality and price simultaneously affect consumer satisfaction (Y). The value of correlation coefficient (R) is 0.891, which means that the variables of service quality, product quality and price have a very strong relationship with consumer satisfaction variables. While the coefficient of determination adjusted R square is 0.707 or 70.1%. This shows that the contribution of the influence of the independent variable (service quality, product quality and price) to the dependent variable (customer satisfaction) amounted to 70.1%. While the remaining 29.9% is influenced by other variables that are not disclosed in this study.

REFERENCES

- Abdullah, Mahruf. 2017. *Manajemen Komunikasi dan Periklanan*. Salemba Empat. Jakarta.
- Ade, Syarif, Maulana. 2016. Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan Pt. Toi. *Jurnal Ekonomi*. Home > Vol. 7 No. 2. 2016. E-ISSN: 2528-326X. [https://ejournal.esaunggul.ac.id. \(03/08/2022\).](https://ejournal.esaunggul.ac.id. (03/08/2022).)
- Arikunto, Suharsimi. 2017. *Prosedur Penelitian Suatu Praktik*. Rineka Cipta. Jakarta.

- Barnes, M.C. 2017. *Manajemen Organisasi Perusahaan Teori dan Praktek*. Pustaka Binaman Pressindo. Jakarta.
- Christin, Regina dan Agus, Hermani. 2019. Produk Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen (Studi Pada Du Cafe Semarang). *Jurnal Ilmu Administrasi Bisnis. Home > Archive > Vol9. No.4. 2019.* (03/08/2022)
- Fayol, Henry. 2017. *General and Industrial Management*. Salemba Empat. Jakarta.
- Griffin, W. Ricky. 2017. *Manajemen*. Jilid Kedua. Erlangga. Jakarta.
- Handoko, T, Hani. 2017. *Manajemen Personalia dan Sumber Daya Manusia*. BPFE. Yogyakarta.
- Hasibuan, S.P., Malayu. 2017. *Manajemen Sumber Daya Manusia*. PT Bumi Aksara. Jakarta.
- Hendy, Winardi. 2020. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Pasien Rawat Inap Di Smc Rumah Sakit Telogorejo. *Jurnal Ilmu Administrasi Bisnis. Volume 3 No. 2* . <https://ejournal.undip.ac.id>. (03/08/2022)
- Irawan, Prasetya. 2018. *Pengembangan Sumber Daya Manusia*. Elex Media Komputpindo. Jakarta.
- Kasmir, 2018. *Pengantar Manajemen Keuangan*. Edisi Kedua. Salemba Empat. Jakarta.
- Kotler, P dan Keller, K.L. 2018. *Prinsip-Prinsip Marketing*. Edisi Ketujuh. Salemba Empat. Jakarta.
- Lupiyoadi, Rambat. 2017. *Manajemen Pemasaran*. Salemba Empat.
- Maslikahatul, Aulia. 2017. Pengaruh Kualitas Produk, Kualitas Pelayanan dan Harga Terhadap Kepuasan Konsumen Amanda Brownies. *Jurnal Ilmu da Riset Manajemen. Home/Archives/Vol 6 No. 5. 2017.* (03/08/2022)
- Sastrohadiwiryono, B. Siswanto. 2017. *Manajemen Tenaga Kerja Indonesia*. Bumi Aksara. Jakarta.
- Soeprihanto, Sumarni. 2017. *Pengantar Dasar-Dasar Bisnis Ekonomi Perusahaan*. Edisi Kelima. Libery. Yogyakarta.
- Sugiyono, 2016. *Metode Penelitian Kuantitatif dan Kualitatif*. Alfabeta. Bandung
- Sumarno, 2016. *Strategi Unggul Manajemen Manusia*. Edisi Kedua. Cetakan Kelima. Mitra Utama. Jakarta.
- Sumarsan, Thomas. 2018. *Pengendalian Manajemen Kosepplikasi dan Pengukuran Kinerja*. Salemba Empat. Jakarta.
- Sunyoto, Danang. 2017. *Dasar-Dasar Manajemen*. Edisi Kesatu. CAPS. Yogyakarta.
- Susanto, Azhar. 2017. *Sistem Informasi Manajemen*. Lingga Jaya. Bandung.
- Swasta, Basu. 2016. *Manajemen Pemasaran dan Pemasaran Jasa*. Cetakan Kedua. Alfabeta. Bandung
- Terry, George. Leslie, Rue. 2016. *Dasar-Dasar Manajemen*. Bumi Aksara. Jakarta.
- Tjiptono, Fandy. 2018. *Strategi Pemasaran*. Edisi Keempat. Andy. Yogyakarta.
- Vincent, Gasperz. 2017. *Total Manajemen Bisnis*. Gramedia Pustaka Utama. Jakarta
- Wibowo. 2018. *Teori-Teori Manajemen Sumber Daya Manusia*. Rajawali Pers. Jakarta.